

Subject: DTLA Forward - Guerrilla Marketing Campaign! (Clean Team)

From: Blair Besten

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FYI CD14 is launching a new guerrilla marketing campaign for a new Councilmember initiative in Downtown. You will see chalk paint stencils that say "DTLA FWD" on sidewalks and streets along with wheat posters plastered on preapproved construction sites. Please instruct your clean team not to take special means to remove these items. If we are power washing a section of sidewalk that day no worries -- otherwise it's not something to send a water truck out for...Many of you may not deal with this like we do at Art Walk time but thought you should be aware.

Warm regards,



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